

BOOKS on New Prod  
development process  
- leading expert in field  
(outside speakers)

## Leadership Workshop

Norma Sider 2/12/96

- Vision

Focus: Product Development

Real World Example of Product Development Process:

BAIN

Process (flavor)  
(No arrows)

Inputs → Process → Outputs  
w/ Key Contacts  
Positive Experiences

CONCERN:

- Briefly say mktg. perspective (vs. scientific)
- What do they need from mktg. perspective

Less Satisfactory Experiences / Challenges

Desire More Information in Which Areas?

"Brief" for Marketing

- ORG CHART (contact list)

- Continue Orientation
- 3-4 hours (w/ Norma's Judy Smith)

- Class @ Harvard?

- [Time Frame (# Days)

Scope → 2?

Audience

- Who else should I interview? Optimum Size?

Project Leaders - (Brand managers)

Sally Sanson  
Sally  
Pascoe  
Sonia

Arum (Basic)  
Paul Blumstein  
Shan, Javetta

DIRECTORS

Ray Anderson  
Norma  
Tom Kern